



Cooperating, Collaborating & Celebrating: Building World Class Special Events in New Orleans

A City of New Orleans Training and Open House

JULY 16, 2014| 6:00 – 8:00PM

GALLIER HALL



AGENDA

- **Welcome**
- Special Event Website and Email Announcement
- Give us your feedback:
 - Deadlines
 - Sanitation Plans
 - Louisiana State Temporary Outlet License
 - Police Details
 - Performance Bonds
- One Stop Shop Online Tutorial
- Questions and Answers
- Evaluations
- Closing Remarks
- Networking



Events By the Numbers

- **Premier Tourism Destination & “Eventful City”**: goal to become a top 10 travel destination with \$7.3B in economic impact by 2018
- **New Orleans has over 400 festivals, events, parades and markets annually**



Mayoral Initiative: Customer Service

- **Customer service is a top priority of Mayor Landrieu**
- **CustomerServiceSTAT was launched in 2013 and during monthly meetings, City leaders review performance results related to City interaction with the public, with an emphasis on 311 calls, permitting and licensing, and land use issues.**
- **Since January 2014, the average wait time to apply for any license and permit has decreased by 8%.**
- **In the past year, the percentage of permit applications received online has increased by 161%.**



Event Assets and Improvements

- ✓ All event application intake at the One Stop
- ✓ New, easier-to-use forms
- ✓ Events Online Center: nola.gov/special-events
- ✓ Special Event Planning Guide
- ✓ Event Support Team Meeting (Monthly)
- ✓ Event Organizer Session (Annual)
- ✓ Online application (Featured today!)

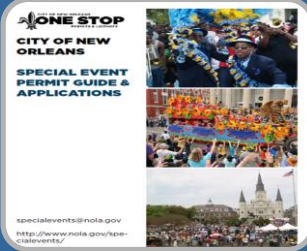


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Special Events Center Online



Quick access to Special Event Guide, online applications




FAQ's, Common event planning checklists and other resources



Fee tables and contact information for various departments




Special Events Center Online



CITY OF NEW ORLEANS Special Events Center

Special Events Center

- Planning Your Special Event
- News & Updates
- Event Attraction
- Event Calendar
- Contact Us












Special Events Center

In New Orleans, celebration is a way of life. With over 110 festivals and a wide range of cultural, entertainment and sporting events, our city has more events than days in the year. New Orleans is uniquely positioned and skilled at supporting events - large and small, simple and complex.


In our city, every opportunity to showcase our culture and venues present another chance to host residents and visitors in a way we only know how. The City of

New Orleans stands ready to support event planners, vendors and operators as they plan and execute safe, dynamic events in manner that provides a desirable experience for participants and the community.

Learn what you need to hold your event

 Block Party	 Festival	 Market
 Outdoor Concert	 Parade / Second-Line	 Professional Sporting Event
 Race / Marathon	 Trade Show	 Wedding

From Mayor Landrieu



Welcome to New Orleans! As America's host city and the premier destination for events, we have made it our business to create a

Event Info Session

Attend our next info session to learn more about permitting and licensing procedures

- Tues, Sept. 24, 6-8pm - Gallier Hall



Special Events Guide



CITY OF NEW ORLEANS

SPECIAL EVENT PERMIT GUIDE & APPLICATIONS



specialevents@nola.gov

<http://www.nola.gov/specialevents/>

In New Orleans, festivals are a way of life. With over 120 festivals, events, and outdoor markets, the City boasts more festivals than weekend days in the year. These events feature our world-renowned cuisine, unique visual art, and unparalleled musical talents.

The City of New Orleans wishes to nurture its festivals and events, from the smallest neighborhood get-together to Mardi Gras. Not only do our festivals bring in over \$760 million in economic impact and 1.2 million attendees each year, but they are intrinsic to the quality of life in the city, provide jobs for cultural workers, and express our identities as New Orleansians to each other and the world.

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Special Events E-mail

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Email specialevents@nola.gov with
Guide and application questions.



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Your Feedback: Application Deadlines



Your Feedback: OSS Application Timelines

Outdoor Events with more than 75 attendees expected or an event of ANY size serving alcohol

- Permitting process within OSS must be started at a **minimum of 30 calendar days in advance**

All outdoor events with less than 75 attendees AND no alcohol

- Permits must be applied for **14 days in advance**

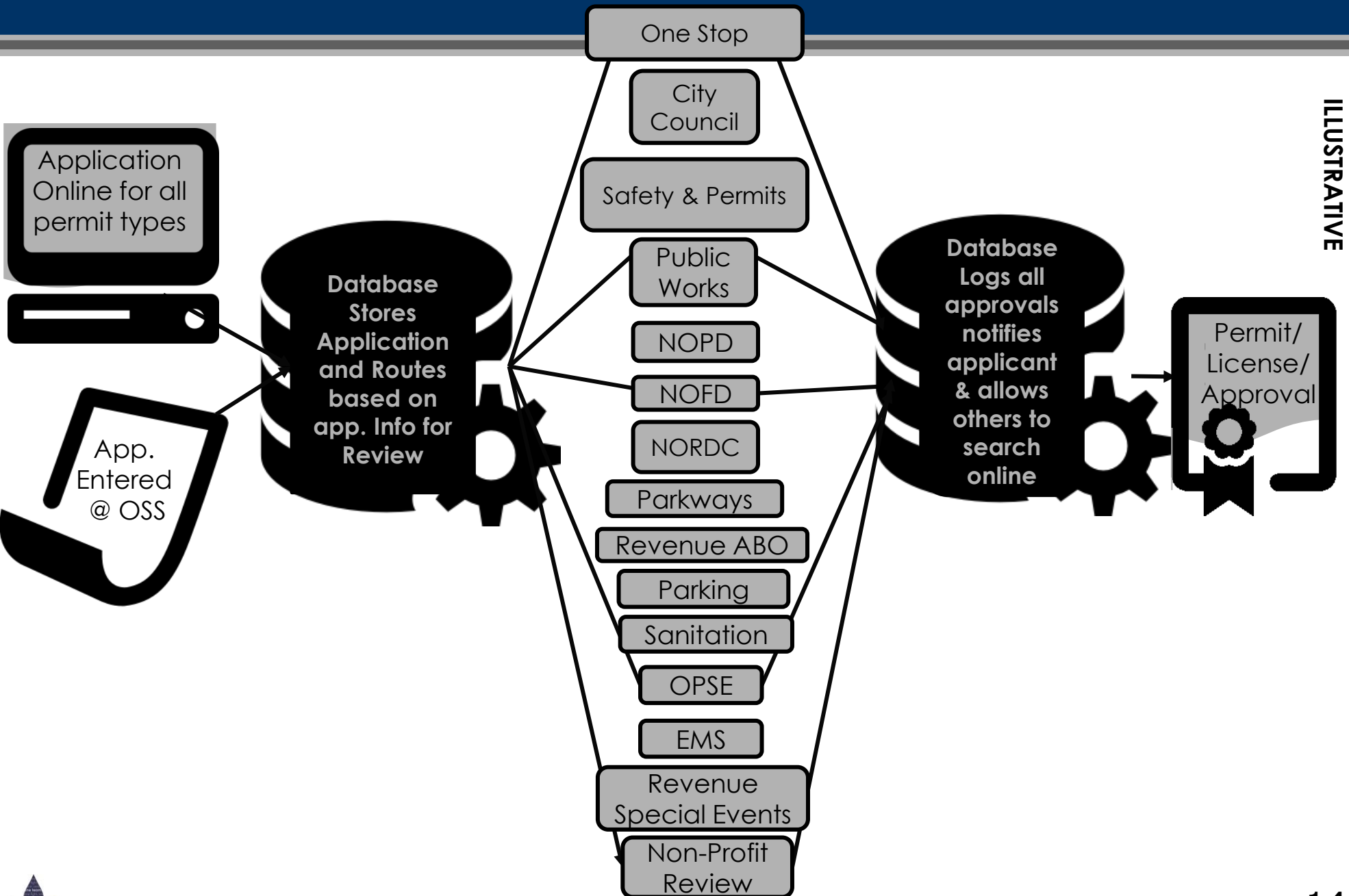
Known exceptions to these deadlines

- Handled on a case-by-case basis and could possibly include: French Quarter weddings Second Lines, funeral Second Lines, etc.

Target Date for Implementation: **OCT 1, 2014**



Why Timeframes: Permit Review Divisions



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Sanitation Planning

CATEGORY 1: LARGE STATIONARY EVENTS

This category includes events such as professional sporting events, festivals, markets, outdoor concerts, and trade shows. Expected attendance is usually over 1000. Event organizers for these events are recommended to include the following elements in the sanitation plan:

- Waste Collection Bins
- Manual Cleaning Crew(s)
- Disposal Method
- *Sanitation Plans, for events with attendance anticipated to be greater than 5,000, must be submitted in advance and the organizers must give an overview of the plan as part of their Special Event Support Team presentation to City agencies.*



Sanitation Planning

CATEGORY 2: SMALL STATIONARY EVENTS

This category includes smaller events usually organized by individual citizens such as block parties, weddings, or small community markets. Expected attendance is usually less than 1000. Event organizers for these events are recommended to include the following elements in the sanitation plan:

- Waste Collection Bins
- Manual Cleaning Crew
- Disposal Method



Sanitation Planning

CATEGORY 3: LARGE MOVING EVENTS

This category includes large moving events such as parades (not Mardi Gras), marathons, and races with event routes that cover longer distances. Event organizers are recommended to include the following elements in the sanitation plan:

- Mechanical Cleaning Equipment (e.g. Flushers and Sweepers)
- Waste Collection Bins
- Manual Cleaning Crew
- Disposal Method
- *Sanitation plan will also need to be presented as a part of Special Event Support Team presentation for events with attendance greater than 5000.*



Sanitation Planning

CATEGORY 4: SMALL/LOCAL MOVING EVENTS

Organizers are recommended to include the following elements in the sanitation plan:

- Manual Cleaning Crew
- Waste Collection Bins
- Disposal Method

- Note: We highly discourage the use of confetti at any event on a public rights-of-way



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Louisiana State Temp Outlet License (Local Office)

ALCOHOL TOBACCO CONTROL (ATC) AGENCY

Permit: Special Event Temporary Alcohol Permit

Location:

1450 Poydras St. Suite 850

Benson Tower (Next to Mercedes-Benz Superdome)

New Orleans, La 70112

Parking Available in the Mercedes-Benz Superdome Garage 1A

Hours of Operation:

9:00am - 4:00pm | Monday – Thursday

9:00am - Noon | Friday

Contact:

Judy Pontin

Phone: (504) 568-7028

Email: Judy.Pontin@atc.la.gov



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Your Feedback: Performance Bonds

SAMPLE VENDOR LIST:

Vendor Business Name	Contact Name	Mailing Address	City	State	Zip Code	Phone Number	Account Number
John's Crafts	John Smith	123 Alphabet St.	New Orleans	LA	70116	504-555-5555	0000000000
Jane's Shirts	Jane Brown	345 Number St.	New Orleans	LA	70116	504-555-5551	0000000000



Your Feedback: Performance Bonds

THIS PERMIT MUST BE PUBLICLY DISPLAYED

City of New Orleans OCCUPATIONAL LICENSE

LICENSE NO: [REDACTED]
DATE ISSUED: [REDACTED]
DATE EXPIRES: **December 31, 2013**

Issuance of this occupational license is a receipt for payment of said tax and entitles the recipient to operate a business at the location shown, provided said business is operated within the confines of the application thereof, and does not violate any city or state criminal, health or zoning laws.

For the year ending December 31, 2013, the person or firm named hereon is hereby licensed to pursue the occupation of **1202 - Special Events-Other (Vendor)**

TAXPAYER	[REDACTED]	AMOUNT:	\$50.00
ACCOUNT NO:	[REDACTED]	INTEREST:	\$0.00
BUSINESS LOCATION	[REDACTED]	PENALTY	\$0.00
		TOTAL:	\$50.00

THIS PERMIT IS NOT TRANSFERABLE

Norman S. Foster
DIRECTOR OF FINANCE
Romy S. Sarrail
COLLECTOR OF REVENUE



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One Stop Online Tutorial



One Stop Online Tutorial

WHAT TO KNOW

- 7th floor, City Hall – hours 8-5 M-Th, 8-3:30F
- Get information about permits and find all the forms at: nola.gov/onestop
- Hard copies of forms are available in person
- You can track your permits at: onestopapp.nola.gov



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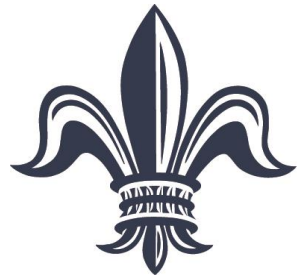
Q & A



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CITY OF NEW ORLEANS

PERMITS & LICENSES

Thank you for your participation!!

Before you leave please.....

- ❖ Visit with Department leaders about specific questions
- ❖ Complete a survey & give your feedback on this event

